

Ready.gov Web Performance Metrics

May 1, 2016 - May 31, 2016

Total Visits

515,269

% of Total: 100.00% (515,269)



Avg. Visit Duration

00:02:09

Avg for View: 00:02:09 (0.00%)



Pageviews

1,042,632

% of Total: 100.00% (1,042,632)



Unique Visitors

431,497

% of Total: 100.00% (431,497)



Avg. Pages / Visit

2.02

Avg for View: 2.02 (0.00%)



Avg. Time on Page

00:02:05

Avg for View: 00:02:05 (0.00%)



Bounce Rate

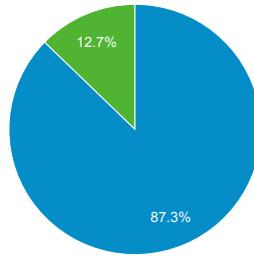
63.48%

Avg for View: 63.48% (0.00%)



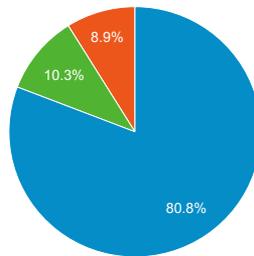
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready	102,404	67.50%
Ready.gov	56,327	71.10%
Natural Disasters	51,283	39.74%
Basic Disaster supplies Kit	47,448	60.86%
Tornadoes	41,605	76.13%

Visits by Social Network

Social Network	Sessions
Facebook	5,106
Twitter	2,085
Weebly	667
Google+	534
Blogger	517
Hacker News	229
WordPress	182
Diigo	180
LinkedIn	133
Photobucket	104

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	212,490	66.87%
(direct) / (none)	167,888	63.19%
bing / organic	19,183	61.61%
search.usa.gov / referral	11,685	41.27%
google / cpc	9,086	64.91%
yahoo / organic	7,672	59.96%
nhc.noaa.gov / referral	5,104	53.10%
fema.gov / referral	3,932	46.31%
m.facebook.com / referral	3,092	66.17%
nws.noaa.gov / referral	2,880	44.44%